

Press Release: Earth Day Event

FOR IMMEDIATE RELEASE

Contact: _____

Date: _____

Phone: _____

**(MUNICIPALITY NAME) _____ WILL CELEBRATE EARTH
DAY (DATE) _____**

Earth day is April 22nd. (MUNICIPALITY NAME) _____ will celebrate Earth Day on (DATE) _____. Earth Day marks the anniversary of the birth of the modern environmental movement. The first Earth Day was held in 1970.

(MUNICIPALITY NAME) _____ urges residents to do their part to help celebrate the great strides that we have made in environmental protection in the last 30 years. One simple way to help the environment is to simply follow the 3 R's - Reduce, Reuse, Recycle.

Reduce – Reduce the amount of waste that you generate. The average Massachusetts resident generates 4 pounds of trash daily. Purchase items with less packaging. Purchase items in bulk. Simple actions count such as using both sides of a sheet of paper or using the backside of an envelope for taking notes.

Reuse – Reuse of products prolongs their useful life and delays their final disposal or recycling. Purchase items that can be reused and not just thrown away. Use items such as lunchboxes, cloth shopping bags, travel coffee mugs and be sure to donate unwanted items to charities or other reuse organizations.

Recycle - Participate in your local recycling program. Recycling saves natural resources and reduces our dependence on foreign oil. Close the recycling loop and purchase products made of recycled content or that can be recycled.

(MUNICIPALITY NAME) -----will be (Place Information on event, display or other activity within community). For more information on how to participate in your community recycling program and to learn more about what can be recycled, please call:

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